



To the End: Screening Toolkit

Filmed over four years of hope and crisis, *To the End* captures the emergence of a new generation of American environmental leaders and the movement behind the most sweeping climate change legislation in U.S. history. The award-winning team behind *Knock Down the House* follows four exceptional young women— Rep. Alexandria Ocasio-Cortez, activist Varshini Prakash, climate policy writer Rhiana Gunn-Wright, and political strategist Alexandra Rojas— as they grapple with new challenges of leadership and power and work together to defend their generation’s right to a future.

Thank you so much for hosting a Watch Party or Community Screening for our film! Whether you’re inviting a few friends over to watch the film in your living room, or organizing a public event at a community venue, this guide has all the tips and tricks you need to host a successful event.

In this Guide

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To the End Basics & Resources

- You can read more about the film and its creators here: <http://www.totheendfilm.com/>
- Check out the [Discussion Guide for your screening here!](#) (Printer friendly [black and white version is here.](#))
- Click [here](#) for shareable *To the End* images and trailer.
- **In person screenings** are encouraged to advertise publicly, and may invite any number of viewers.
- Please note that all **virtual screenings** of *To the End* must be invitation-only and they may not be advertised on public websites or social media except for closed groups. Virtual screenings may not exceed 300 viewers. (These are requirements from Hulu.)
 - Click [here](#) for a guide to hosting virtual events, created by our partners Peace Is Loud and Movement School.

Invite your Friends, Family and Neighbors

- Inviting people is one of the most important things you can do to make your event a success!
- If you're throwing a Watch Party, you can simply call, text or email friends, family and neighbors who you think might be interested. **We've included [a sample email here.](#)**
- If you are planning a Community Screening and want to do general outreach to the public, consider promoting your event via email, phone calls, social media, posters and flyers and speaking at other events in your area where you think there will be a receptive audience. You can also reach out to other community groups or organizations who may be interested in working with you to plan and promote the event. These may include political organizations, local political parties, advocacy groups, or groups that work on climate justice issues.
- Click [here](#) for shareable *To the End* images and trailer.
- Consider using a platform such as [TicketSource](#) to promote and organize your event (it's free for free events). We encourage you to email your RSVPs at least once before your event. Receiving an update from a host, even with reminders about the time, date and location, can help make people more likely to show up in person.
- Please note the restrictions listed above for virtual events.

Set up your Screening in Advance

- Organizing a panel discussion or Q&A with speakers is a great way to encourage viewers to attend your event and to engage them directly after the screening.
- If you have a direct call to action for the audience, consider printing out flyers or creating a slide with a [QR code](#) to project during the Q&A that will lead audience members to your organization's website, a signup link for your next event, or a [linktree](#) with multiple links.
- Consider your community's accessibility needs, such as integrating captioning and/or ASL interpretation, ensuring your venue is wheelchair accessible, or having microphones available, among others
- If you are with an institution, a company or an organization with a budget for screening fees, please purchase a screening license directly through the [Good Docs website](#).
- If you are one of our partner organizations or can't afford a license, please reach out to Linda Lu (outreach@gooddocs.net) to arrange your screening link.
- Make sure the venue you have chosen can play the format you have arranged with Good Docs (a streaming link is preferred, but DVD is also available).
- Click [here](#) for more tips on planning virtual events.

Hold your Event!

- Welcome everyone and thank them for coming!
- 📷 Take a photo or short video of your event! Post it on social media tagging the *To the End* film handles (@totheendfilm on all platforms).
- [Check out the Discussion Guide and go through it with your event audience!](#)
- When the event is over, let us know how it went in an email to info@jubileefilms.com.

Thank you so much for hosting a *To the End* event!